

Deepening human connections

Digital and values-led practice

#LGR2020



SURFACE
IMPRESSION

NATIONAL
ARMY
MUSEUM



Culture24





Finding the balance:
embracing technology v the real experience





Finding the balance: embracing technology v the real experience



Charlie Langhorne – Co-founder and Managing Director





About Wild in Art

- Global leader in creation of art trails and creative projects
- Over 50 events in cities across five continents
- Over 2,400 artworks commissioned directly contributing £1.8m into creative economies
- Over 850,000 children engaged in creative projects
- Raised over £15m for charity





What is an art trail?

- A collection of 3D painted sculptures displayed around a host location?





For Wild in Art...





For Wild in Art...

- Connect businesses with the creative community, schools and young people, communities and the public
- Shared experience
- Animate spaces
- Tell stories
- Introduce people to art in a non-traditional setting
- Create value for society
- Create smiles





Social impacts



Estimated 695,486 people actively engaged with the trail

Total economic impact of £33.5m (GVA £10.2m)

*NGI Solutions Economic Impact Evaluation. Sample 952. 14.2% response rate



Our digital challenge...

- How do we continue to innovate and make art trails relevant to the digital age?
- Do we need digital?
- If we do need digital, how do we use it?
- What is the balance – digital detox v embracing technology?





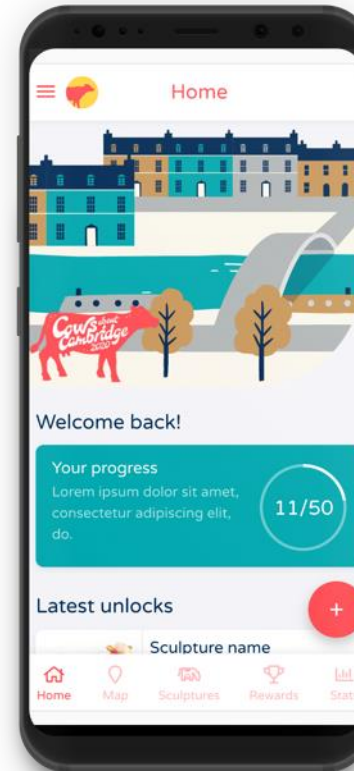
How does digital support art trails?

173,267
users

6.05
million
unlocks

110,623
selfies

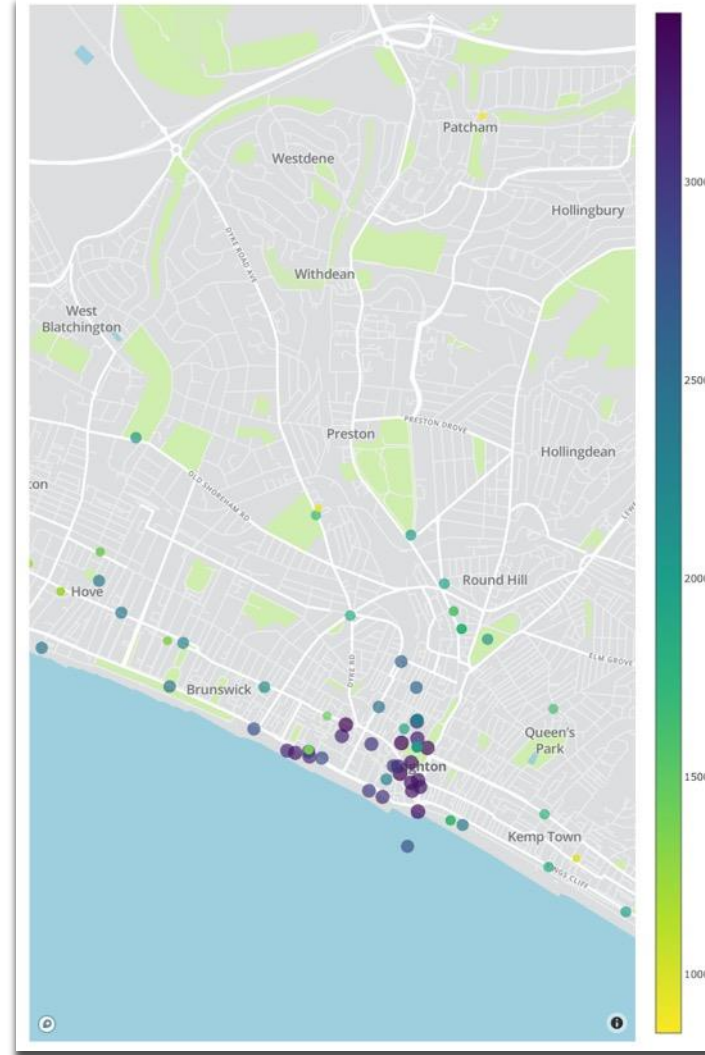
73,163
votes





How does digital support art trails?

- Data capture
- Analytics
 - How trail-goers move around towns and cities
 - Pedometer
- Rewards
- Communications
- Fundraising
- Engagement – community gallery





How does digital support art trails?





Digital adds value

- Supports the real experience
- Provides a platform for additional content and widens engagement
- Helps to achieve business objectives - analytics, data capture, partnerships
- Provides a point of differentiation
- Is a building block for other innovations and opportunities
- Supports WIA team and relationships with partners e.g. event guide, sponsor and school portals
- Digital can't exist on its own



Wild in Art



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